I Claim:

1. A computer based system for electronic classified advertising comprising:

a digital information storage device;

means for creating a classified advertisement;

means for electronically publishing a classified advertisement;

means for providing portability of a classified advertisement to a web server;

means for user-defined advertising matching;

means for automatically notifying the user of advertisement responses;

means for electronically updating classified advertisements;

means for selectively altering advertisement response criteria; and

means for providing private messaging response to an electronic advertisement.


2. A method of electronic classified advertising including the steps of:

installing an electronic classified advertising program on a digital information storage device;

electronically defining a classified advertisement;

electronically publishing a classified advertisement;

electronically establishing advertisement response criteria; and

electronically privately and securely responding to electronic classified advertising.

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